

NCBA

Northern California Broadcasters Association
900 North Point, Suite C406, San Francisco, CA 94109
415-292-5700 • FAX 415-292-5790

June 17, 2004

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th St., SW
Washington DC 20445

Dear Ms. Dortch,

I am writing to protest the localization of Satellite Radio...specifically their petition under assigned MB docket number 04-160. I am the President of the Northern California Broadcasters Association, which represents 55 radio stations in our area.

- In granting licenses for satellite radio, the FCC relied on the express promises by XM Radio, and Sirius Satellite Radio that their service would be national-only.
- Because of this promise they stated that Satellite radio would be national, and local broadcasters would not be harmed.
- Now XM and Sirius have blatantly broken their promises, launching "localized" traffic and weather service in the top twenty-one markets...and we suspect this is only the beginning.
- Through the years, local radio has been tremendously involved in our various communities. In 2003, local broadcasters gave \$9.6 billion to charities and public service in local communities.
- Traffic and news is a vital part of local radio.
- Satellite Radio doesn't have public interest limits or ownership limits. They have no local investment in their communities.
- If Satellite radio is allowed to continue their penetration of local radio, it will be incredibly harmful to local broadcasters. We are asking that the FCC take necessary action to safeguard the important service that terrestrial radio now provides.

Thank you very much for your attention and for supporting the NAB Petition that is now before you on this matter.

Sincerely,

Thomas Martz
President